
IMPLEMENTATION

Realization of the goals, objectives and recommendations outlined in this Plan will require a program of implementation actions. The major implementation program elements include:

1. Rezoning will occur throughout the community to conform to the land use recommendations in this Plan. The recommended zones will set limits, such as square footage or unit threshold, which will define when discretionary review of development proposals by the Planning Department will be required. In addition, portions of the community where discretionary review will be required are defined in this Plan. The design guidelines contained in this Plan will be used to evaluate development proposals requiring discretionary review. The rezonings will be approved concurrent with Plan adoption.
2. The enforcement of zoning regulations through a special Building and Zoning Code Enforcement Task Force. This task force, targeting the San Ysidro community, would evaluate zoning violations on a case-by-case basis as some violations are a direct result of the unusually difficult crime problems associated with illegal immigration. In addition, the task force should help to educate the community about zoning regulations and should be accessible to the community by publicizing its existence and its activities.

The following is a table of the Plan recommendations contained in this Plan. The table briefly describes the recommendation, its timing and the entity responsible for its implementation. The timing category specifies either short-term (zero to five years), medium-term (six to ten years) or long-term (11-20 years). See the appropriate element for more detailed recommendation information and for specific site recommendations. (See the **Urban Form Element** for design guidelines.)

RESIDENTIAL

Recommendation	Timing	Suggested Responsibility
Communitywide		
1. Approve residential development projects if the provision of basic public facilities and services has been met at standards equal to the General Plan.	Concurrent with Plan adoption	Planning Department, Planning Commission and City Council
2. Down-zone the “Pueblito Viejo,” Sunset, East Beyer and Hill Street, and Southern neighborhoods.	Concurrent with Plan adoption	Planning Commission and City Council
3. Require new construction to provide funds for community amenities such as roads, parks, and recreational and school facilities.	Continuing	Planning Commission and City Council
4. Prohibit “spot” zoning and restrict the use of variances.	Continuing	Planning Department, Planning Commission, City Council and Board of Zoning Appeals
5. Establish residential rehabilitation programs and provide incentives for neighborhood upgrading.	Short-term	Housing Commission and Redevelopment Agency
6. Publicize and utilize low-interest loan programs for both homeowners and renters.	Continuing	Housing Commission and Redevelopment Agency
7. Lower the residential densities allowed in commercially zoned areas to R-3000 and limit the commercial areas where residential development is allowed to San Ysidro and Beyer Boulevards (above the street level only).	Concurrent with Plan adoption	Planning Department, Planning Commission and City Council
“El Pueblito Viejo”		
1. Establish a Historic District.	Short-term	Historic Site Board, Planning Commission and City Council
2. Publicize and utilize Historic District Tax incentives and the resources of the Planning Department, Urban Conservation Division.	Continuing	Planning Department, Urban Conservation Division
3. Require discretionary review of development proposals in this neighborhood.	Concurrent with Plan adoption and continuing	Planning Department
4. Designate the neighborhood as Low-Medium Density Residential (10-15 dwelling units per net acre) and rezone to a zone similar to R-3000.	Concurrent with Plan adoption	Planning Commission and City Council

RESIDENTIAL (continued)

Recommendation	Timing	Suggested Responsibility
Sunset Neighborhood		
1. Require discretionary review of development proposals in this neighborhood.	Concurrent with Plan adoption and continuing	Planning Department
2. Designate the western & northernmost portion of the neighborhood as Low-Density Residential (5-10 dwelling units per net acre) and apply a zone similar to R1-5000. Designate the remaining portion as Low-Medium (10-15 dwelling units per net acre) and rezone to a zone similar to R-3000.	Concurrent with Plan adoption	Planning Commission and City Council
The East Beyer and Hill Street Neighborhood		
1. Require discretionary review of development proposals in this neighborhood.	Concurrent with Plan adoption and continuing	Planning Department
2. Designate the neighborhood as Low-Medium Density Residential (10-15 dwelling units per net acre) and apply a zone similar to the existing R-3000 zoning.	Concurrent with Plan adoption	Planning Commission and City Council
The Southern Neighborhood		
1. Require discretionary review of development proposals in this neighborhood.	Concurrent with Plan adoption and continuing	Planning Department
2. Designate the neighborhood as Low-Medium Density Residential (10-15 dwelling units per net acre) and apply a zone similar to R-3000.	Concurrent with Plan adoption	Planning Commission and City Council
The “Suburbs”		
1. Designate these areas as Low-Density Residential (5-10 dwelling units per net acre) and zone for single-family development.	Concurrent with Plan adoption	Planning Commission and City Council

COMMERCIAL

Recommendation	Timing	Suggested Responsibility
Communitywide		
1. Utilize the wide-ranging services of the San Ysidro Revitalization Project.	Short- to long-term	San Ysidro Community, Economic Development Division
2. Publicize grant information.	Continuing	San Ysidro Revitalization Project
3. Establish a Business Improvement District.	Short- to medium-term	San Ysidro Revitalization Project, Economic Development Division, City Council, San Ysidro Chamber of Commerce
4. Rezone the existing industrial area southwest of I-5 to a multiple-use zone.	Concurrent with Plan adoption	Planning Commission and City Council
5. Enlist the support of the news media, elected officials, the County Health Department and other agencies to ensure that local grocery stores are well maintained and stock good quality merchandise.	Continuing	Community Planning Group, Chamber of Commerce
6. Establish a code enforcement task force.	Short-term	Planning Department, Planning Commission and City Council
7. Limit the commercial areas where residential development is allowed to San Ysidro and Beyer Boulevards (above street level only).	Concurrent with Plan adoption	Planning Commission and City Council
Districts 1, 2 and 3		
1. Require discretionary review of development proposals in these districts.	Concurrent with Plan adoption and continuing	Planning Department
2. Designate Districts 1 and 2 for community-serving commercial uses. Rezone the properties within these districts to permit only these uses, except that Site I, District 1 may also be developed with Mexican insurance money exchange uses.	Concurrent with Plan adoption	Planning Commission and City Council
3. Designate District 3 for tourist-serving commercial uses. Rezone the properties within this district to permit these uses.	Concurrent with Plan and PDO adoption	Planning Commission and City Council
4. Establish a unifying architectural, signage, and landscaping theme for the Community Commercial section of San Ysidro Blvd.	Short-term	San Ysidro Revitalization Project, Private Action, City Architect, Economic Development Division, Redevelopment Agency
5. Establish a low-interest loan program for facade and interior improvements along San Ysidro Blvd.	Short-term	San Ysidro Revitalization Project, Economic Development Division, Redevelopment Agency
6. Establish a Rebate Program to reimburse business owners for a portion of the cost of facade improvements.	Short-term	San Ysidro Revitalization Project

COMMERCIAL (continued)

Recommendation	Timing	Suggested Responsibility
Districts 1, 2 and 3 (continued)		
7. Include commercial Districts 1 and 3 in a Redevelopment Project Area.	Short- to medium-term	San Ysidro Revitalization Project, City Council, Redevelopment Agency
8. Create a “mercado” to attract residents and tourists alike.	Medium-term	San Ysidro Revitalization Project, Private Action
9. Preserve small-scale development and provide pedestrian amenities along San Ysidro Blvd.	Concurrent with Plan adoption/short-term	Planning Department, Planning Commission, City Council, San Ysidro Revitalization Project, Economic Development Division, Redevelopment Agency
10. Require ground floor retail in all development in the commercially designated areas along San Ysidro Boulevard and Border Village Road.	Concurrent with Plan adoption	Planning Department, Planning Commission, City Council
11. Construct a couplet at San Ysidro Boulevard and Border Village Road.	Short-term	Engineering and Development Department
12. Develop a plaza-type development (to include public urban outdoor space) at the San Ysidro Blvd and Border Village Road couplet area.	Medium-term	San Ysidro Revitalization Project, Private Action, Redevelopment Agency, City Architect, Economic Development Division (EDD)
13. Develop a bilingual movie theater in District 1.	Medium-term	San Ysidro Revitalization Project, Private Action, Redevelopment Agency, City Architect, Economic Development Division (EDD)
14. Do not allow the expansion of commercial uses on Olive Drive.	Continuing	Planning Department, Planning Commission, City Council
District 4		
1. Require discretionary review of development proposals in District 4.	Concurrent with Plan adoption	Planning Department, Planning Commission, City Council
2. Permit only neighborhood commercial uses at the southwestern corner of Dairy Mart Road and I-5 and at Dairy Mart Center.	Concurrent with Plan adoption	Planning Department
3. Maintain the freeway and tourist-oriented uses to the immediate east of Dairy Mart Road but do not allow their expansion.	Continuing	Planning Department
4. Rezone to permit only neighborhood-serving commercial uses in the commercial area west of I-5 at Via de San Ysidro.	Concurrent with Plan adoption	Planning Commission, City Council

COMMERCIAL (continued)

Recommendation	Timing	Suggested Responsibility
District 5		
1. Require discretionary review of development proposals in District 5.	Concurrent with Plan adoption	Planning Department
2. Upgrade the businesses along Beyer Blvd between North Lane and Alaquinas Drive.	Short- to medium-term	San Ysidro Revitalization Project, Private Action, Economic Development Division (EDD), Redevelopment Agency
3. Site structures in this district to front the street with parking towards the rear of the site.	Concurrent with Plan adoption	Planning Department, Private Action
4. Require ground floor retail in all development in the commercially designated areas along Beyer Blvd.	Concurrent with Plan and PDO adoption	Planning Department
5. Rezone District 5 properties to permit only neighborhood-serving commercial uses.	Concurrent with Plan adoption	Planning Commission, City Council
District 6		
1. Require discretionary review of development proposals in this district.	Concurrent with Plan adoption	Planning Department
2. Designate the area west and south of I-5 and immediately north of the border for tourist-oriented retail, professional office, and heavy commercial uses by utilizing a multiple-use zone.	Concurrent with Plan and PDO adoption	Planning Commission, City Council
3. Establish a regional shopping/visitor center at the border.	Short- to long-term	San Ysidro Revitalization Project, Private Action, Economic Development Division (EDD), Redevelopment Agency
4. Include District 6 in a Redevelopment Project Area.	Short- to medium-term	San Ysidro Revitalization Project, City Council, Economic Development Division (EDD), Redevelopment Agency

INTERNATIONAL GATEWAY

Recommendation	Timing	Suggested Responsibility
Transportation and Circulation		
1. Install directional signage on the freeway to direct tourists to use the Camino de la Plaza exit and include parking information.	Short-term	Caltrans
2. Install directional signage on the community's major thoroughfares.	Short-term	Engineering and Development
3. Open a new pedestrian border crossing at Virginia Avenue.	Medium- to long-term	Federal Government, Mexico, City of San Diego, City of Tijuana
4a. Articulate the major entrances to the community using landscaping and attractive signage or other identifying markers.	Short- to medium-term	San Ysidro Revitalization Project, Private Action, Engineering and Development, Park and Recreation, City Architect, EDO, Redevelopment Agency, Future Business Improvement District
4b. Redesign the existing entrance sign and relocate it to one of the major entrances to the community.	Short-term	Same as 4a
5a. Enhance the design of the pedestrian bridges across I-5 and I-805.	Short-term	Caltrans, San Ysidro Revitalization Project
5b. Sponsor a design competition for the pedestrian bridges as part of the International Gateway.	Short-term	Same as 5a
6. Develop a multi-modal transit terminal at the border gate.	Short- to medium-term	MTDB, Engineering and Development, Private Action, Redevelopment Agency
7. Establish a Special Parking District near the border crossing.	Short-term	Engineering and Development, San Ysidro Revitalization Project, City Council
8. Discourage through traffic on San Ysidro Boulevard at the Border Trolley Station. Use signage to direct tourist to parking areas, passenger drop off points, and the freeway. Use special paving and “knuckles” to further define the area's sense of place.	Medium-term	Engineering and Development, San Ysidro Revitalization Project, Redevelopment Agency, Planning Department
Tourist Facilities and Attractions		
1. Increase the portion of the Transient Occupancy Tax (TOT) that is invested in San Ysidro.	Short-term	City Manager and City Council
2. Establish a Transient Maintenance Tax.	Short-term	City Manager and City Council, Financial Management
3. Propose legislation to exact tolls at the San Ysidro Port of Entry; it should require that a portion of the collected revenue go to San Ysidro.	Long-term	Federal and State Government, City Council, Intergovernmental Relations Department

INTERNATIONAL GATEWAY (continued)

Recommendation	Timing	Suggested Responsibility
Tourist Facilities and Attractions (continued)		
4. Provide a visitor information center at the Border Trolley Station.	Short-term	San Ysidro Revitalization Project, Redevelopment Agency, Future Business Improvement District
5. Provide a public restroom facility in the vicinity of the Border Trolley Station.	Short-term	San Ysidro Revitalization Project, Redevelopment Agency, EDO
6. Develop a new hotel/resort complex immediately adjacent to the border gate.	Medium-term	San Ysidro Revitalization Project, Private Action, Redevelopment Agency, EDO
7. Develop a tourist attraction for those who are still “thinking Mexico” upon their return from Tijuana.	Medium-term	San Ysidro Revitalization Project, Private Action, Redevelopment Agency, EDO
8. Develop good sit-down restaurants in the tourist-oriented districts.	Short-term	San Ysidro Revitalization Project, Chamber of Commerce, Private Action, Redevelopment Agency, EDD
9. Develop shops selling “artesanias,” fruits, vegetables, restaurants and art exhibits.	Medium-term	Private Action, San Ysidro Revitalization Project, Redevelopment Agency, EDD
10. Create a unique tourist attraction that showcases all of the major regions of Mexico.	Medium-term	Private Action, San Ysidro Revitalization Project, Redevelopment Agency, EDD
11. Redevelop San Ysidro Square as a “Farmers’ Market.”	Medium-term	San Ysidro Revitalization Project, Private Action, Redevelopment Agency, EDD
12. Develop a financial and postal center near the border gate.	Medium-term	San Ysidro Revitalization Project, Private Action, Redevelopment Agency, EDD
13. Sponsor joint City of San Diego/Tijuana public events.	Short-term	City Council, Binational Affairs
14. Locate cultural events such as the Ballet Folklorico, City Council meetings and art exhibits at the International Gateway.	Short- to medium-term	City Council, Binational Affairs, Private Action, Commission for Arts and Culture.
15. Develop a bilingual movie theater.	Medium-term	Revitalization Project, Private Action, Redevelopment Agency, EDO
Underground Economy Casas de Cambio		
1. Regulate the “Casas de Cambio” as required by the Money Exchange Ordinance.	Continuing	Police Department
2. Consolidate “Casas de Cambio.”	Concurrent with Plan	Planning Department

INTERNATIONAL GATEWAY (continued)

Recommendation	Timing	Suggested Responsibility
Financial Institutions		
1. Increase banks' investment in the community through a public loan program.	Medium-term	Private Action
2. Form a San Ysidro Credit Union.	Medium-term	Private Action
Border Issues		
1. Provide for the "defensible" design of development projects.		
2. Develop a "southern edge" road along the Camino de la Plaza		
3. Relocate the INS Detention Center to Brown Field on the Otay Mesa or to an alternative site on the outskirts of San Ysidro.	Medium- to long-term	Federal Government, City Council, Redevelopment Agency
4. Convert the existing INS Detention Center to a community park.	Medium- to long-term	Parks and Recreation Department, Redevelopment Agency
International Gateway District		
1. Create a Redevelopment Project Area.	Short- to medium-term	City Council, EDO
2. Create a "Grand Central Station" terminal complex.	Short- to medium-term	MTDB, Private Action, San Ysidro Revitalization Project, Redevelopment Agency, EDD
3. Discourage automobile traffic at the terminal complex.	Short- to medium-term	Engineering and Development
4. In the "International Commercial Support" district, allow some auto-oriented uses and include some tourist parking, yet also enhance the existing pedestrian use of this area.	Concurrent with Plan adoption and continuing	Planning Department, Private and Public Redevelopment Programs.
5. In the "Future Tourist Commercial" District, create a master planned development.	Short- to long-term	San Ysidro Revitalization Project, Redevelopment Agency, EDD

INDUSTRIAL

Recommendation	Timing	Suggested Responsibility
1. Maintain the light industrial land use designation in the area east of the railroad tracks.	Concurrent with Plan adoption	Planning Commission and City Council
2. Maintain the light industrial land use designation at the Border International Industrial Park located at Beyer Blvd. and SR-905.	Concurrent with Plan adoption	Planning Commission and City Council
3. Maintain and expand the light industrial land use designation in the western portion of the community immediately east of the Tijuana River levee.	Concurrent with Plan adoption	Planning Commission and City Council
4. Allow new heavy commercial uses at the existing industrial area on Calle Primera, southwest of I-5, by rezoning the sites to a multiple-use zone.	Concurrent with Plan adoption	Planning Commission and City Council
5. Design new projects to minimize conflicts with surrounding uses.	Concurrent with Plan adoption	Planning Department
6. Ensure that new industrial projects are well designed and include adequate landscaping and storage, loading and parking facilities.	Concurrent with Plan adoption	Planning Department
7. Provide mass transit to Otay Mesa, extend Beyer Blvd. and build Siempre Viva Road.	Short- to medium-term	Private Action, Engineering and Development, and MTDB

PARKS, RECREATION AND OPEN SPACE

Recommendation	Timing	Suggested Responsibility
1. Pursue new sources of revenue for the acquisition and development of parks not financed by the City of San Diego General Fund.	Continuing	Parks and Recreation Department
2. Relocate the INS Detention Facility, acquire the 14.4-acre property to expand 6.7-acre Vista Terrace Park.	Short- to long-term	Planning Commission, City Council, Federal Government (INS), Parks and Recreation Department
3. Designate the 1.47-acre parcel at Smythe and Athey Avenue as neighborhood park. Develop the site as a passive park and open area and as an entry way to Vista Terrace Park.	Concurrent with Plan adoption/short-term	Planning Commission, City Council, Parks and Recreation Department
4. Improve the 2.5-acre playing field at La Mirada Elementary School.	Short-term	Parks and Recreation Department
5. Improve the San Ysidro Athletic Center (Larsen Field).	Short-term	Parks and Recreation Department
6. Designate the 1.16-acre parcel located at the southwest corner of Sunset and Averil as a mini-park.	Concurrent with Plan adoption	Planning Commission, City Council
7. Develop 6.78-acre Beyer Neighborhood Park.	Short-term	Parks and Recreation Department
8. Designate the 0.25-acre site at Via de San Ysidro and San Ysidro Blvd as park. Develop the site as a town center "plaza."	Concurrent with Plan adoption/short-term	Planning Commission and City Council, Parks and Recreation, San Ysidro Revitalization Project
9. Use public school facilities for community activities and park and recreation uses during non-school hours.	Continuing	Parks and Recreation, San Ysidro Elementary School District
10. Designate 88 acres of the Dairy Mart Ponds as open space.	Concurrent with Plan adoption	Planning Commission, City Council
11. Designate the floodplain area in the Tijuana River Valley for open space use.	Short-term	Planning Department, Planning Commission and City Council
12. Publicize Border Field State Park and the Tijuana River National Estuarine Research Reserve facilities and hours.	Short-term	Tijuana River National Estuarine Research Management Authority and California State Parks
13. Designate the steep slopes on the eastern boundary of the planning area as open space and apply agricultural zoning and the Hillside Review Overlay Zone.	Concurrent with Plan adoption	Planning Commission, City Council
14. Develop a pedestrian path network throughout the planning area.	Short- to long-term	Engineering and Development, Planning Department, Parks and Recreation Department, Private Action, and San Ysidro Revitalization Project

URBAN FORM

Recommendation	Timing	Suggested Responsibility
1. Develop a plaza at Via de San Ysidro and San Ysidro Boulevard.	Short-term	Parks and Recreation Department, San Ysidro Revitalization Project, City Architect, EDO
2a. Re-evaluate standard planning and transportation models in which the fast, smooth flow of traffic is the only goal.	Continuing	Engineering and Development, Planning Department
2b. Place signage at the intersection of Via de San Ysidro and San Ysidro Blvd. to direct tourists away from the community commercial areas and to the tourist-serving areas. Enhance the community commercial district through the use of special paving and “knuckles.”	Short- to medium term	Engineering and Development, Planning Department, San Ysidro Revitalization Project, and Redevelopment Agency
2c. Place signage on the freeway, directing tourists to the Camino de la Plaza exit and the tourist-serving commercial areas.	Short-term	Caltrans
2d. Construct a couplet at San Ysidro Blvd. and Border Village Road.	Short-term	Engineering and Development
2e. Improve north-south access in the community.	Medium term	Engineering and Development, MTDB, Caltrans
2f. Extend Camino de la Plaza to Dairy Mart Road.	Short- to medium term	Engineering and Development, Planning Department, and Private Action
3a. Landscape the trolley corridor.	Short-term	MTDB
3b. Create pedestrian links from the Beyer Trolley Station to the surrounding neighborhoods, linear park, and town center.	Continuing	MTDB, San Ysidro Revitalization Project
3c. Enhance the trolley bridge at East Beyer Boulevard with a mural.	Concurrent with Plan adoption	MTDB, Revitalization/Arts programs.
4a. Provide crosswalks and pedestrian bridges across major traffic corridors. Enhance existing bridges with lighting, signage, pedestrian furniture, and landscaping.	Short-term	Engineering and Development, Caltrans, Planning Department, MTDB, Revitalization programs
4b. Link schools and activity centers with well-defined, well-lit and safe paths.	Short-term	Engineering and Development, Planning Department, Parks and Recreation Department, Private Action, San Ysidro Revitalization Project

TRANSPORTATION AND CIRCULATION

Recommendation	Timing	Suggested Responsibility
Vehicular		
1. Maintain one-way streets where appropriate, for example at East and West Park Blvds.	Continuing	Engineering and Development
2. Maintain existing width of San Ysidro Blvd. between Via de San Ysidro and Cottonwood Road. Use signage, special paving and “knuckles” to discourage traffic in this area.	Short- to medium-term	Engineering and Development, Planning Department, San Ysidro Revitalization Project, and Redevelopment Agency
3. Use signage, special paving, and “knuckles” to discourage vehicular traffic at the Border Trolley station.	Short- to long-term	Engineering and Development, Planning Department, San Ysidro Revitalization Project, and Redevelopment Agency
4. Construct a couplet at Border Village Road and San Ysidro Boulevard.	Short-term	Engineering and Development
5. Designate Camino de la Plaza as a four-lane collector street and connect it to Dairy Mart Road.	Short- to medium-term	Engineering and Development, Private Action
6. Improve vehicular access to the Tijuana River Valley by improving Dairy Mart Road.	Medium- to long-term	Engineering and Development, Private Action
7. Improve vehicular access to Otay Mesa by extending Beyer Blvd. and constructing Siempre Viva Road.	Medium- to long-term	Engineering and Development, Private Action
8. Extend Smythe Boulevard across the trolley corridor.	Medium-term	MTDB, Engineering and Development
9. Enhance the scenic and aesthetic qualities of the riparian habitat surrounding the portion of Dairy Mart Road that lies south of Interstate 5, when improvements to that road are made.	Medium-term	Engineering and Development, Planning Department, Private Action
10. Improve drainage on Calle Primera.	Short-term	Engineering and Development
11. Provide a landscape median the length of Olive Drive.	Medium-term	Engineering and Development, San Ysidro Revitalization Project
12. Appropriately landscape and maintain the landscaping strip on either side of Dairy Mart Road from San Ysidro Blvd. to Beyer Blvd. Maintain the slump stone noise walls.	Short-term	Engineering and Development and Parks and Recreation

TRANSPORTATION AND CIRCULATION (continued)

Recommendation	Timing	Suggested Responsibility
Vehicular (continued)		
13. Acquire and landscape the parcel between East Beyer Blvd. and Hill Street to serve as a median strip.	Medium-term	Engineering and Development
14. Discourage through automobile traffic in the alleys using signage, special paving and “knuckles” to slow traffic.	Medium-term	Engineering and Development
Parking		
1. Establish a parking assessment district in the Border Village Road San Ysidro Blvd. couplet area.	Short-term	Engineering and Development, San Ysidro Revitalization Project, Private Action
2. Provide safe, convenient and pleasant pedestrian passages within, to and from parking areas.	Continuing	Planning Department. Private Action
3. Restrict parking to one side of heavily traveled streets (such as San Ysidro Blvd.) or very narrow streets (such as the local streets and alley system in the historic neighborhood).	Short-term	Engineering and Development
4. Install meters on San Ysidro Blvd. south of I-805, and establish a meter-enforcement program.	Short-term	Police Department
5. Establish a special parking district at the border for buses and cars.	Short-term	Engineering and Development, San Ysidro Revitalization Project
6. Ensure that new residential and commercial projects meet citywide parking requirements.	Continuing	Planning Department, Private Action
7. Enforce the removal of abandoned vehicles, including illegally parked commercial trucks.	Continuing	Police Department
8. Provide an auto shop for local residents to work on their cars.	Short-term	Sweetwater Union High School District, Southwestern College
9. Increase the use of the parking facility at the Beyer Trolley Station by entering into a joint use agreement with the San Ysidro Health Center across the street to share the lot.	Short-term	MTDB, San Ysidro Health Center
Bicycles		
1. Provide bikeways in major streets, including Smythe Ave., Dairy Mart Rd., Willow Rd., Beyer Blvd, Otay Mesa Rd., Camino de la Plaza, San Ysidro Blvd, East Beyer Blvd, Border Village Rd., Camiones Way, Virginia Ave., and I-5 (southbound only) at the border crossing.	Short- to medium-term	Engineering and Development

TRANSPORTATION AND CIRCULATION (continued)

Recommendation	Timing	Suggested Responsibility
Bicycles (continued)		
2. Provide bikeway signage and bicycle sensitive traffic detector loops on all bikeways.	Short- to medium-term	Engineering and Development
3. Integrate bicycle facilities such as bike lanes, bikeway guide signs, bicycle sensitive traffic detector loops, and bicycle parking facilities at major activity centers.	Medium-term	Engineering and Development, Private Action
4. Provide a special bicycle lane at the border crossing.	Medium-term	Engineering and Development, Private Action
5. Identify the San Ysidro Segment of the Pacific Coast Bicentennial bike route with signs and on bikeway maps. Construct a display kiosk at the cul-de-sac of Camiones Way.	Short-term	Engineering and Development, U.S. and Mexico Federal Governments, Cities of San Diego and Tijuana
Pedestrians		
1. Require ground floor retail uses in all developments along commercial streets such as San Ysidro Blvd. and Border Village Road.	Concurrent with Plan adoption	Planning Commission and City Council
2. Provide adequate lighting along the major streets.	Short-term	Engineering and Development
3. Install a stoplight at Alverson and San Ysidro Blvd.	Short-term	Engineering and Development
4. Improve the street environment with improved street and sidewalk maintenance and trash removal, landscaping, lighting, and street furniture.	Short- to medium-term	Engineering and Development, General Services
5. Locate attractive, well-designed pedestrian linkages across the trolley corridor.	Short- to medium-term	MTDB, Engineering and Development
6. Open a new pedestrian crossing at Virginia Avenue.	Medium- to long-term	U.S. and Mexican Federal Governments, Cities of San Diego and Tijuana
7. Use special paving, lighting, and planting treatments to enhance the alleys as part of a pedestrian path system.	Medium-term	Engineering and Development
8. Enhance the design of the pedestrian bridges across I-5 and I-805.	Short-term	Caltrans

TRANSPORTATION AND CIRCULATION (continued)

Recommendation	Timing	Suggested Responsibility
Transit		
1. Conduct a comprehensive review of transit service needs in San Ysidro.	Short-term	MTDB
2. Include transit shelters, canopies, patterned sidewalks, information kiosks, benches, and other pedestrian amenities in developments located along transit routes.	Concurrent with Plan adoption	Private Action, Planning Department, MTDB
3. Design transit stops to be attractive, be highly visible and provide shelter.	Continuing	Private Action, MTDB
4. Integrate the design of trolley stations into the design of the surrounding neighborhood. Develop pedestrian paths to link the station to the neighborhood. Provide bicycle storage facilities.	Continuing	MTDB, Engineering and Development
5. Landscape the trolley corridor.	Short-term	MTDB
6. Create pedestrian links from the Beyer Trolley Station to the surrounding neighborhoods, linear park, and nearby commercial districts.		MTDB
7. Enhance the trolley bridge at East Beyer with a mural.	Short-term	MTDB
8a. Enhance the bus stop at Beyer Blvd. and Del Sur and facilitate connections to nearby trolley stations.	Short-term	MTDB
8b. Evaluate the need for more frequent bus service at the Beyer Blvd. and Del Sur stop.	Short-term	MTDB
8c. Provide an attractive, inviting bus shelter on both sides of Beyer Blvd. and Del Sur stop.	Short-term	MTDB
9. Increase usage of the parking facility at the Beyer Trolley Station.	Short-term	MTDB, Private Action

COMMUNITY FACILITIES AND SERVICES

Recommendation	Timing	Suggested Responsibility
All Community Facilities and Services		
1. Approve development projects upon the provision of public facilities and services at standards equal to those recommended in the General Plan.	Concurrent with Plan adoption	Planning Department, Planning Commission, and City Council
2. Eliminate additional City or Section Eight participation in subsidized housing programs in San Ysidro.	Concurrent with Plan adoption	Housing Commission, Planning Commission, and City Council
3. Prepare and distribute a guidebook to San Ysidro and the San Diego region.	Short-term	Community groups, social service agencies
Schools		
1a. Provide additional educational programs such as literacy and English training.	Short-term	Sweetwater Union High School District and Southwestern College
1b. Publicize existing adult education programs.	Short-term	Sweetwater Union High School District and Southwestern College
1c. Attract a college or university.	Long-term	Southwestern College, California State University, University of California
2. Complete a comprehensive master plan for all educational facilities in the South San Diego area.	Medium-term	San Ysidro Elementary, South Bay Union, Sweetwater Union High School, and Southwestern College Districts
3. Collect school fees.	Continuing	School District
4. Allow Southwestern College room for expansion in the future by utilizing vacant industrial warehouse space in the Border International Industrial Park. This can be accomplished with a Conditional Use Permit.	Concurrent with Plan adoption	Southwestern College
5. Apply the Institutional Overlay Zone to all public school sites.	Concurrent with Plan adoption	Planning Commission and City Council
Libraries		
1. Allow for future library expansion at or near the existing library site in the linear park to maintain this use in the “heart” of the community.	Concurrent with Plan adoption	Planning Commission and City Council
Police Protection		
1. Provide a police storefront office at or near the site of the existing Southern Division headquarters.	Short- to medium-term	Police Department

COMMUNITY FACILITIES AND SERVICES (continued)

Recommendation	Timing	Suggested Responsibility
Social and Government Facilities		
1. Establish a “Mini-City Hall.”	Short- to medium-term	City Manager
2. Located post office boxes at or near the border gate.	Short-term	San Ysidro Revitalization Project, Private Action
3. Establish San Ysidro as a regional cultural/retail visitor center to provide jobs.	Long-term	Private Action, San Ysidro Revitalization Project
4. Encourage “First Source” hiring.	Short- to medium-term	Employers, EDD, PIC, RETC
5. Create a centralized job banking and job training center.	Short-term	San Ysidro Revitaliation Project
6. Develop the San Ysidro Community Cultural Center.	Short- to medium-term	City of San Diego/San Ysidro School District, CDBG funding
Public Utilities		
1. Determine the community’s infrastructure needs and address funding sources.	Continuing	City Manager
2. Publicize the City’s services and its bilingual staff. Provide information on how to make complaints to City Departments and what constitutes a legitimate complaint.	Short-term	City Manager
3. Enforce health and safety codes.	Continuing	Building Inspection, San Diego County Health Department
4. Establish a Code Enforcement Task Force.	Short-term	City Council
5. Expand the City’s role in helping renters respond to intimidation and threats by landlords.	Short-term	City Manager

CULTURAL AND HISTORIC RESOURCES

Recommendation	Timing	Suggested Responsibility
1. Establish a historic/cultural district in the “El Pueblito” neighborhood.	Short-term	Planning Commission and City Council
2. Down zone “El Pueblito Viejo” to a zone similar to R-3000.	Concurrent with Plan Adoption	Planning Commission and City Council
3. Establish development guidelines for new development and rehabilitation for projects which would affect significant historical sites and the historic district.	Concurrent with Historic District Ordinance Adoption	Planning Commission and City Council
4. Evaluate projects located within or adjacent to a historical, archeological, or paleontological site in terms of their impact upon and/or compatibility with the resource. Preserve such resources.	Concurrent with Plan Adoption	Planning Department, Planning Commission and City Council
5. Provide incentives for property owners to encourage historic preservation.	Concurrent with Historic District Ordinance Adoption	Planning Department
6. Allow adaptive reuse of historic structures.	Continuing	Planning Department
7. Record those structures determined not to be worthy of preservation prior to demolition.	Continuing	Planning Department